



SVCCJ
Silicon Valley Conference
for Community and Justice

SVCCJ
777 N. First St. Suite 220
San Jose, CA 95112
(408) 286-9663
info@svccj.org

April 8, 2008

Federal Communications Commission

Regarding: Docket # 04-233 - Community contributions by KNTV/NBC11 in San Jose, California

To Whom It May Concern:

This letter is to inform you of the very extensive support that KNTV, the NBC affiliate in San Jose, California, has provided to our organization, Silicon Valley Conference for Community & Justice (SVCCJ).

Furthermore, we have worked in concert with KNTV on ensuring local news coverage of key community issues, particularly those that fall within our own mission: to combat bias, bigotry, racism and exclusion in all their forms and to replace them with respect for diversity and justice for all of us. In this regard KNTV has been highly responsive to any requests or suggestions for news coverage of such local issues, and they have also used us as a resource for good background information, quotes, etc., on developing such stories as they have surfaced in their own news processes. KNTV is every bit as responsive to our contacts regarding programming as we are to theirs. I know we are not alone in that kind of mutual relationship between KNTV and community organizations here in the Bay Area.

SVCCJ is a 501c3 chartered in California as a spinoff of the former National Conference for Community & Justice. We have been running multiple programs here in the Greater San Francisco Bay Area for 43 years reaching an average of 30,000+ people directly each year. Our headquarters are in San Jose a mile or two from the KNTV studios. For a more complete description of our mission and our programs you can consult our Website: www.svccj.org.

KNTV staff have served on our Board of Directors, as sponsors of various of our events and programs, as media outlet for us for PSAs, editorial commentary and news items of value to the surrounding communities. In fact, until her transfer last summer, the Northern California

NBC/Telemundo President, Linda Sullivan, served as an officer of our Board, as well as chairing its Public Relations Committee. Her successor, Rich Cerussi, gives us similar support (though he does not serve on the Board).

KNTV staff have produced several media presentations and aired them frequently for us. Each year they produce the SVCCJ video that we use throughout the year to explain our programs and at our key fundraising/community networking event to stimulate corporate and government interest in our work. They produce PSAs announcing the winners of our Martin Luther King Student Art, Writing & Multimedia Contest (a youth leadership empowerment program), scan the artwork to assist me in producing takeaway materials, devote news coverage to the event, produce a PSA from the program for Black History Month, provide the air talent from their newsroom staff to MC the event, serve as judges for the contest, and much more. They do something similar each year for our annual dinner.

For the past several years they have featured our programs and our clients on Bay Area Vista programming, their news reports, etc. They have spent countless hours filming at our local programs and produced videos to illustrate the work and its value for airing and for our use as well.

I would also like to note that I have worked with KNTV staff, talent and management on community events and support that was delivered under many other regional civic and nonprofit organizations, including the Martin Luther King Association. I am aware of the direct involvement at the encouragement of KNTV management of several key staff on various community boards of directors, including the Northern California NBC Presidents. This level of local support is quite rare, and KNTV provides this with *elan*, not just barebones!

There is an additional significance I'd like to point out regarding community representation by KNTV: their deliberate and highly effective localization of stories across the Greater San Francisco Bay Area, and their very visible representation of the diversity of our communities in their choice of on-air talent. To the former, let me say that it has been remarkable to watch the NBC management convert a tiny local station into one that people everywhere in the Bay Area feel actually covers their own home town. That's quite a feat, and frankly, the opportunities to fail at this were myriad; NBC/KNTV really succeeded beyond all reasonable expectations. Their choice of on-air talent also represents our community very well. The comment you will hear from knowledgeable viewers (including other media managers with whom I regularly work) is that they truly show the faces of our Bay Area diversity. Children and adults alike see themselves in the range of news anchors and hosts, and it gives them something to look forward to each night and to look up to each day.

KNTV News Reporter Vicky Nguyen was the MC at our 2008 Martin Luther King Student Contest reception. Vicky told the students about her own experience as a local girl growing up in a new country for her family, her school experience, and how this led her to a career in the media. She was inspiring as a role model and the kids, representing every racial and ethnic group imaginable, were rapt. At the end of the event, Vicky thanked us profusely for the honor and opportunity to work with our students. If you ever need a more concrete example of true community involvement by a TV station, I can detail for you just how many of the KNTV staff were directly involved in the success of this program and this event for us, and they all did it with genuine heart.

Let me close by lending my enthusiastic support to any application that KNTV makes to the FCC regarding their required or expected level of community access. You should consider holding them up as a prime example of how to do it right!

Sincerely,

Bart A. Charlow, President

Silicon Valley Conference for Community & Justice